

10 Thoughts on What Makes Good Radio?

1. This show fulfills our mission because you cannot find it elsewhere, represents individuals, groups, issues and music that have been overlooked, suppressed or under-represented by other media.
2. The show is not boring and is engages the listener's attention and makes the listener feel involved. Remember, radio is a story-telling medium. Does the host paint pictures with words? Does it engage the listener's imagination? Is the host "literate" in their subject matter? Does the host have passion? Does the show have a unique perspective to interest listeners?
3. Host and guests are prepared. They don't fumble around with papers. They did their research. Their information is accurate. The show flows because it's planned
4. Host does not fumble when reading a script and correctly pronounces words and names.
5. Host is open minded, not a bigot and does not engage in baiting guests, hate speech, or making jokes at others' expense. The host "knows" their community.
6. Host is not arrogant; rather is personable and likeable. Does the host address the listener and make them feel special?
7. The show feels authentic and not canned.
8. Host keeps their cool in the face of the unexpected (technical problems, no show guests, bad guests) and has a backup plan
9. Host is professional and punctual and does not have large pauses of "dead air."
10. The show uses social media for outreach and connection to listeners.

Thanks for some of these to Mike Cunsolo, 20 Ways to Become a Great Radio Presenter

WHAT MAKES GOOD RADIO?

1 *Input from Community Evaluators Training Session*

Variety

Memories/nostalgia/connection to others and other times

Educates

Exposes listener to something new

Music that means something to DJ and they explain why

Nostalgia, something new, all in a day, depends on program

Entertaining

Tight, smooth transitions, segues, no dead air, evidence of production planning, show prep, plans music, questions, don't talk just to hear your voice, preps listeners, connects to other issues.

Good quality sound, understandable. Gives people a voice. Takes listener into the another world.

Gives listeners info about music and background

Puts topic in context, historical context

Things happening in our community by people here. Airing local music.

Inspires

WHAT MAKES GOOD RADIO?

2 *Input from Internal Program Evaluators Training Session*

Music that I like

What people are interested in hearing

Weird things, novelty, humor

Topicality or evergreen, not a question of bias, engaging

Professionalism, bad radio is talking about mistakes. Planning. Pacing – good pace

Clarity good levels, understandable, no distortions

Engaging host is present with the audience

Preparedness, know something about the topic of an interview

No dead air, long pauses

Not offensive, no comments on a promo or PSAs, no sexism

Know your audience and what they want

WHAT MAKES GOOD RADIO?

3 *Makeup session - mixed*

Hitting all your marks – the things you have to do

Making a connection with the listeners

Making it relatable. Say who you are, recap.

A conversation, doesn't take listener for granted. You think about what they want to hear. Enough but not too much. The sweet spot. Think of listener and bring them in.

The guest is more important than the host. Don't talk too much. Host helps the interviewee tell their story. That creates a flow.

Making a connection with listeners. With music taking requests. Name requester. Do a survey once in a while of listeners to get opinions. Host should share their views and be open.

Put things in context, set the stage. It's intimate. Don't yell at listener.

Make it collaborative

Keep it fresh. Don't play same songs or get stuck on same spot.

Remember to introduce yourself, your guest, the artist.

Be yourself, be real, be honest

For moments of hiccups just keep it flowing. Don't try to be commercial radio

Have passion.

Goes outside of comfort zone keeps it fresh